

## CLAIMS

What is claimed is:

- 5        1. A method of reducing the appearance of facial wrinkles by repeatedly administering to a patient at defined time intervals a neurotoxin composition, said method comprising the steps of:
  - acquiring a diagnostic profile of said patient;
  - determining an initial effective dosage of said neurotoxin composition based
- 10        on said patient's profile;
- administering to said patient said initial effective dosage amount; and
- in accordance with an administration schedule based on said patient's profile and consisting of one or more time intervals, administering to said patient at least one or more incrementally decreasing amounts of said neurotoxin
- 15        composition at each of said time intervals.
2. The method as in claim 1 wherein said neurotoxin composition comprises BOTOX.
- 20        3. A method of reducing the appearance of facial wrinkles by repeatedly administering to a patient at defined time intervals a neurotoxin composition,

5 said patient having been administered with an initial effective dosage of said neurotoxin composition based on said patient's diagnostic profile, said method comprising the step of:

- in accordance with a predefined administration schedule based on said patient's diagnostic profile and consisting of one or more time intervals, administering to said patient at least one or more incrementally decreasing amounts of said neurotoxin composition at each of said time intervals.

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4. The method as in claim 3 wherein said neurotoxin composition comprises BOTOX.

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5. A method of generating a neurotoxin composition administration schedule for reducing the appearance of facial wrinkles by repeatedly administering to a patient at defined time intervals said neurotoxin composition, said method comprising the steps of:

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- acquiring a diagnostic profile of said patient;
- determining an initial effective dosage of said neurotoxin composition based on said patient's profile;
- determining said administration schedule based on said patient's profile and consisting of one or more time intervals to administer to said patient at least

one or more incrementally decreasing amounts of said neurotoxin composition at each of said time intervals.

6. The method as in claim 5 wherein said neurotoxin composition comprises BOTOX.